



COUNTY OF LOS ANGELES

REGISTRAR-RECORDER/COUNTY CLERK

12400 IMPERIAL HWY. – P.O. BOX 1024, NORWALK, CALIFORNIA 90651-1024

CONNY B. McCORMACK

Registrar-Recorder/County Clerk

May 31, 2005

TO: EACH SUPERVISOR

FROM: Conny B. McCormack, Registrar-Recorder/County Clerk

COMMUNICATOR CRYSTAL AWARD OF EXCELLENCE

I am thrilled to announce that the Registrar-Recorder/County Clerk has won *The Communicator Crystal Award of Excellence* for our "Got Dots?" print advertising campaign conducted prior to the November 2004 General Election.

Similar to the "Got Chad?" campaign following the November 2000 election, we selected a mascot with which the voters could easily identify as a symbol for InkaVote, a Dalmatian puppy named "Dots". Help America Vote Act (HAVA) federal grant funds made it possible for our department to conduct a successful voter outreach campaign using multi-media advertising to promote public awareness and understanding of the new InkaVote voting system.

The Communicator Crystal Award is an international award competition founded by communication professionals to recognize excellence in the communication field. There were 5,078 entries that were judged by industry professionals who sought criteria from companies and individuals whose talent exceeded high standards of excellence and whose work provided a benchmark for the industry.

This prestigious Award of Excellence, the highest award granted, is presented to those entrants whose ability to "get their message across" set them above industry standards as among the finest in their field.

This award is testimony to the fact that carefully planned and tactically placed print ads (see attachments) are highly successful in getting the message across. We ran print ads in eight languages (Armenian, Chinese, English, Japanese, Korean, Spanish, Tagalog and Vietnamese) with several messages including:

- **Got Dots?** educated voters to ensure their ballot choices were marked with a "dot".
- **3 Choices/No Excuses** gave an explanation of voting options.

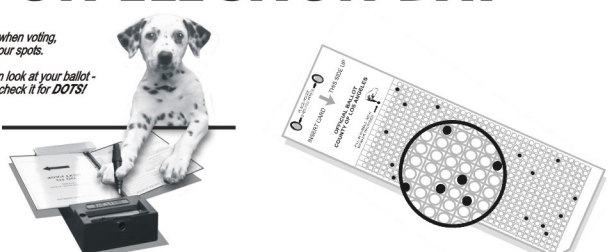
- **Serve Democracy, Be a Poll worker on Election Day** targeted first time poll worker recruitment.
- **Vote Mid-day - Avoid Lines** educated voters about the “best time to vote” to avoid longer lines typically experienced in the early morning and late afternoon/evening time periods at the polling place on Election Day.

C: David Janssen, Chief Administrative Officer
Jon W. Fullinwider, Chief Information Officer
Dave Lambertson, Director, Internal Services Department
Bryce Yokomizo, Director, Department of Public Social Services
Michael J. Henry, Director of Personnel, Department of Human Resources
Raymond G. Fortner, County Counsel
Frank T. Martinez, City Clerk, City of Los Angeles

Print Ads

ON ELECTION DAY

Remember when voting,
use ink on your spots.
Then look at your ballot -
and check it for **DOTS!**



Many will vote Election Day,
Best time to vote is mid-day
Check your Sample Ballot to find the way!
(or www.lavote.net)

CHECK YOUR BALLOT FOR DOTS!

EARN \$ & SERVE DEMOCRACY!
**BE A POLLWORKER
ON ELECTION DAY**

For Information Call:
(562) 462-2226

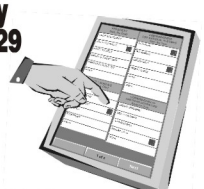


Any registered voter
may apply to be a pollworker.
Language assistance is needed in
Chinese, Japanese, Korean, Spanish,
Tagalog and Vietnamese

The Election is Coming...

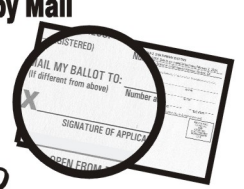
3 CHOICES – NO EXCUSES

**Vote Early
Oct. 20 - 29**




OR

Vote by Mail




OR

**Nov. 2:
Vote at your polling place**



For more information, see your Sample Ballot
or visit www.lavote.net

On November 2, 2004

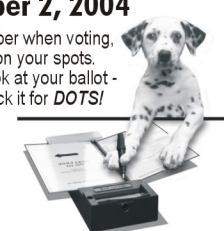


www.lavote.net **VOTE**

Translated in:
Armenian
Chinese
Japanese
Korean
Spanish
Tagalog
and Vietnamese

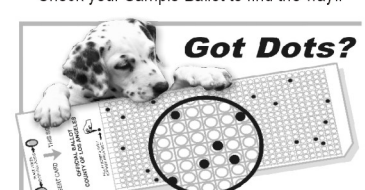
ON ELECTION DAY
November 2, 2004

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Got Dots?



CHECK YOUR BALLOT!!!

InkVote